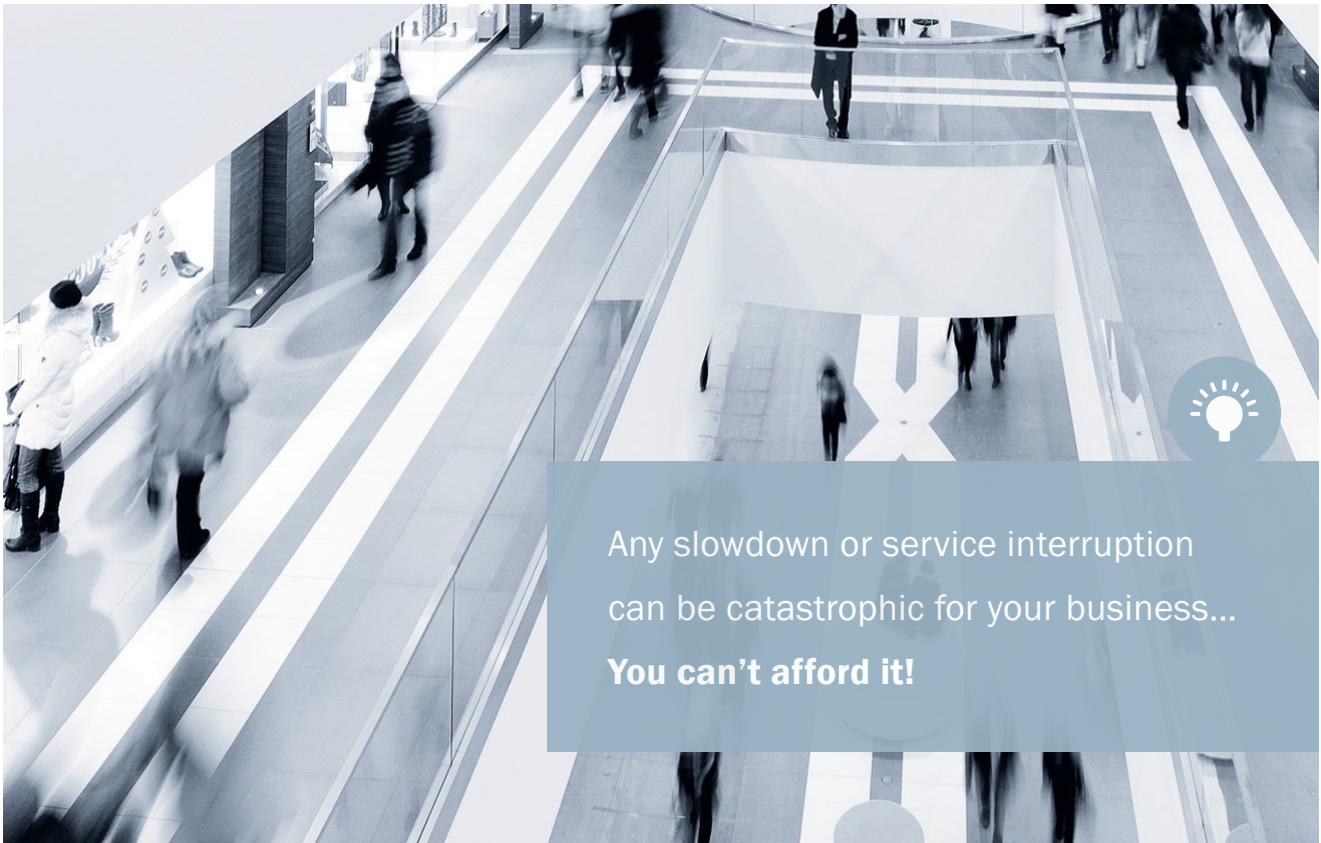# YOUR NETWORK AS A RETAIL PERFORMANCE DRIVER IN AN OMNI-CHANNEL WORLD

DELIVER ENGAGING SHOPPING EXPERIENCES & MAXIMIZE YOUR BUSINESS EFFICIENCY

Any slowdown or service interruption
can be catastrophic for your business...
You can't afford it!

The center of gravity has shifted towards the shopper. Retailers are struggling to reach their objectives of delivering new shopping experiences and better services from any device and any channel. The new generation of shoppers are connected and digitally driven. To attract and retain them, retailers started their digital transformation looking towards IT as a key enabler. Guest-wifi, personalized prices and product selections, "order online/pick up in-store" capabilities, interactive videos, self-service kiosks, in-aisle scanners for price checks, mobile POS, in-store messaging and web site tracking, etc.

All these new IT applications increase the pressure on the network and the complexity you have to deal with. Any slowdown or service interruption puts your business at risk.

The need for guaranteed Quality of Service and simplicity:

- Out-of-stock is the number-one in-store dislike;

- Slow in-store or online service is very badly perceived;

- There is a clear link between in-store experiences and services with business efficiency;

- Slowdown or service interruption
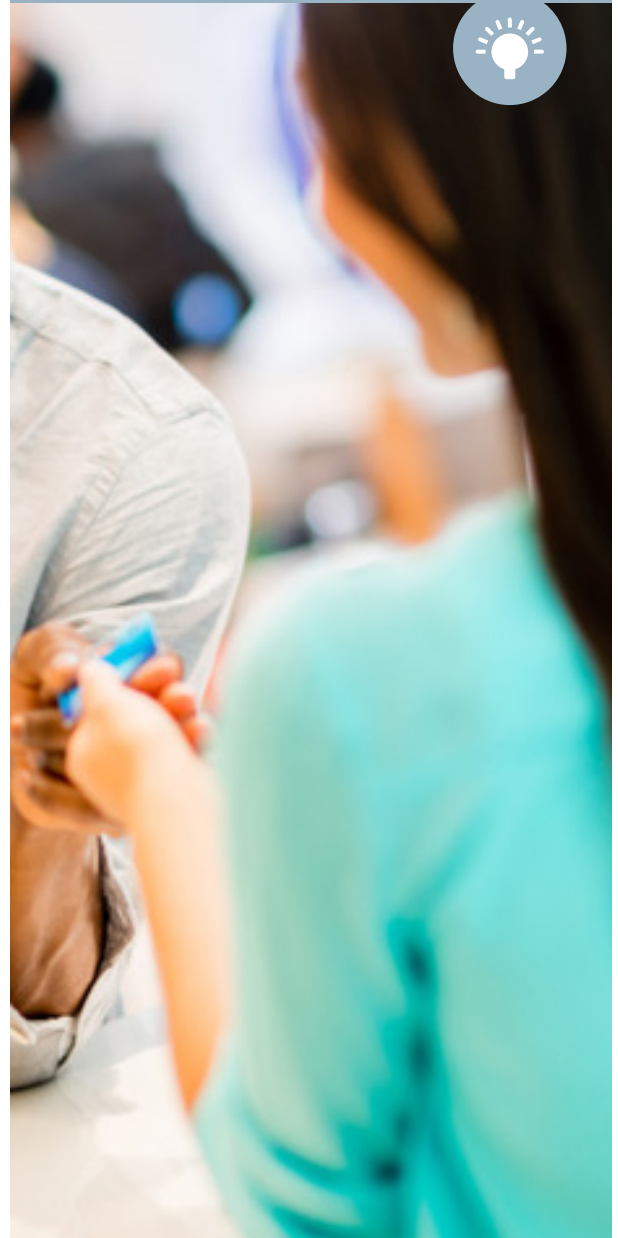
provide a real financial risk for retailers.

UP TO 40% OF REVENUE IS LOST WHEN CUSTOMERS ABANDON CHECKOUT LINES
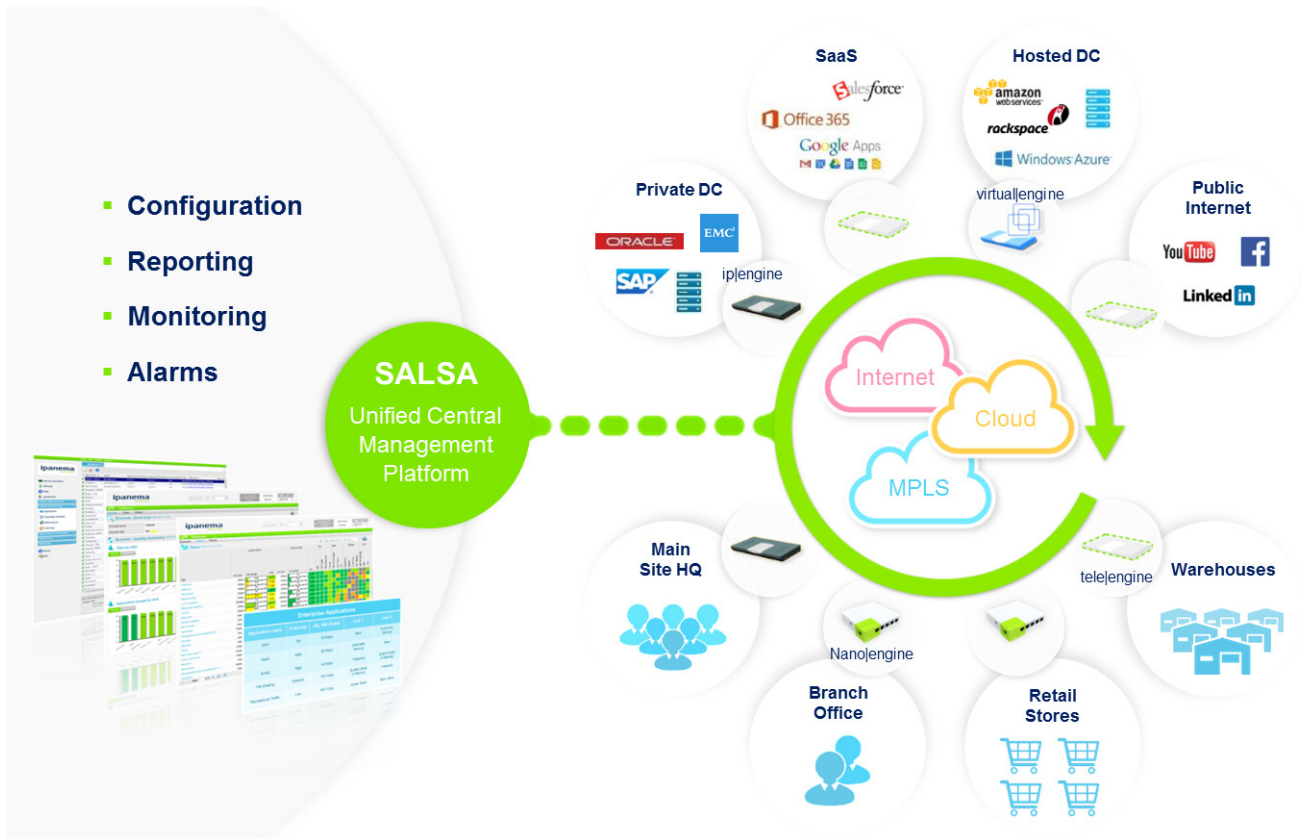
Achieving retail goals to improve customer centricity, sales and operational efficiency depends on network performance, which directly impacts:

- Information flow throughout your retail chain;

- Fast, convenient checkout for customers (POS);

- The collection of customer data for loyalty programs;

- In-store kiosk availability for product location, information and self-service purchases;

- In-store PSS availability for targeted promotions;

- Up-to-the-minute, accurate store inventories.

$90,000

is the cost per hour of network downtime

- Configuration
- Reporting
- Monitoring
- Alarms

SALSA
Unified Central Management Platform

SaaS · Hosted DC · Private DC · Public Internet · Internet · Cloud · MPLS · Main Site HQ · Warehouses · Branch Office · Retail Stores

THE NETWORK DRIVES RETAIL PERFORMANCE

Without global control over network performance, you lack real-time visibility into traffic mix and usage of business-critical applications. To support your many distributed sites (stores, warehouses, regional branches) and business units competing for IT resources (sales, marketing, operations, etc.), you must:

- Depend on disparate networks (MPLS, Internet, ADSL), devices, applications, operating systems and standards;

- Coordinate network services with multiple vendors;

- Ensure application delivery and response times, especially during peak business periods;

- Implement new applications and services for your company's evolving business environment.

68%

of customers
regularly abandon
purchases

PANEMA DRIVES THE RETAIL NETWORK

Ipanema helps you to achieve your core business objectives of becoming more customer-centric, improving sales and controlling operational costs. Ipanema provides retailers with a greater ability to control and guarantee performance of business-critical applications across their entire network. The Ipanema solution:

- **Reduces the time customers must wait in checkout lines;**

Because POS systems aren't slowed down by the network, cashiers can process transactions faster.

- **Easily roll out new applications like PSS;**

You can create a personalized shopping experience, leading to satisfied customers and repeat business.

- **Increases the shopping cart value (via cross and up-sell);**

By ensuring the delivery of in-store targeted promotions, leveraging the data (customer profile and purchase history) collected through loyalty cards.

- **Helps the network to easily absorb new applications;**

Such as video and VoIP for interactive kiosks in stores, allowing customers to quickly locate and compare products or enabling them to place orders.

5 ½ MINUTES

is the average time that customers are willing to wait in line

- **Ensures timely and accurate data transmission;**

For demand-driven supply chains, so store inventories can be synchronized with what consumers are buying.

- **Enables end-users of business-critical systems to be more productive.**

Users don't have to wait on the network to do their jobs.

51%

of shoppers refuse to enter a store if they see a line

> *150 applications are using our network. Around 20 are top critical to the company's productivity. In particular; access to the online product catalog; order system; loyalty card program and inventory management. These critical business applications on the network are essential to meet customer expectations by helping them find the best solution to meet their needs. With the Ipanema system, customer wait time in store is reduced, the purchasing process is simplified, and as a result, customer satisfaction is improved,*

**Philippe Maurice,
Technical Director for
Leroy Merlin**

WHEN YOUR NETWORK PERFORMS SO DOES YOUR RETAIL BUSINESS

- **Business continuity**
  - Faster access to customer data and higher throughput in transactions.
  - Ensure trouble free interactions with customers.
  - Deliver targeted promotions.

- **Greater agility & resource planning**
  - Dynamically plan for seasonal peaks and adjust to demands.
  - Visibility and control of business applications to ensure in-store transactions.
  - Real-time, accurate information exchange and reporting.

- **Manage costs**
  - Pay for value received, not cost of infrastructure.

- Reduce IT complexity and enhance customer service.

- Proactive monitoring of application performance in the cloud & data center.

PANEMA IS USED BY MAJOR RETAILERS WORLDWIDE TO IMPROVE CUSTOMER CENTRICITY, SALES AND OPERATIONAL EFFICIENCY

A few of our retail customers:

If you want to know how to:

- Enhance your customer experience;

- Increase transaction size;

- Accelerate and ensure purchase cycles;

- Roll-out new cloud applications;

- Improve customer engagement;

- Manage costs and chargeback;

- Deliver better performance and delivery for the supply chain.

Contact us: info@ipanematech.com or www.ipanematech.com.

ABOUT IPANEMA TECHNOLOGIES

Ipanema provides enterprises with a direct connection between application performance and their business requirements. With Ipanema Technologies, enterprises understand which applications use the network and automatically deliver guaranteed performance to each user. Enterprises can support their strategic IT transformations (like cloud computing and Unified Communications) and control Internet growth while reducing their IT expenses. Ipanema's customers range from mid-sized companies to enterprises with 1,000s of sites. Enterprises can use Ipanema as a product through an international network of certified channel partners, and as a service through Managed Service Providers and telecom operators' managed services. For SMBs, Ipanema is available as a service through Ipanema's AppsWork™ authorized partner network.

For more information, visit: www.ipanematech.com

Application Performance Guarantee